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Our File No.: Docket No. ROC920010048US1

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Beth Louise Hoffman, John Matthew  
Santosuosso, Gordon James Smith and  
George Willard van Leeuwen

Serial No. : 09/863,105

Filed : May 22, 2001

For : CUSTOMER GUIDANCE SYSTEM FOR RETAIL  
STORE

Examiner : Igor N. Borissov

Group Art Unit : 3629

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT

Sir:


In response to the Office Action mailed January 16,  
2004, please amend the above-identified application as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.

**CERTIFICATE OF MAILING/TRANSMISSION (37 C.F.R. section 1.8(a))**  
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Signature

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Brian M. Dugan  
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